ORDER

Orders	Order / Rev:	108373	_	
	Alt Order #:	06868697	_	FID.
	Product Desc:	PATRIOT MAJ USA	_	HD
	Estimate:	2278	_	KSNV
	Flight Dates:	10/30/12 - 11/06/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/29/12 / 11/12/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Patriot Majority	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	41	\$96,200.00	\$81,770.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	41	\$96,200.00	\$81,770.00	0.00
Totals	41	\$96,200,00	\$81,770.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$96,200.00
Market	100%	\$400,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$100,208.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$100,208.33
KTUD	1%	\$4,008.33
KVVU	20%	\$80,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$20,041.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeU	pw/Wa@M	5-6a	MTWTF	:30 2	\$1,200.001	0.00 NM	2	\$2,400.00
M-F 5-6a WakeUp w/Wagners												
	WAKE L	JP WITH 1	HE WAG	NERS								
	Star	t Date 1	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
W	eek: 10/3	30/12	1/05/12	MTWTF	2	\$1,200.00	0.00					

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KSNV

Order / Rev: 108373

Advertiser: Patriot Majority

Estimate:

Alt Order #: 06868697

Product Desc: PATRIOT MAJ USA

Flight Dates: 10/30/12 - 11/06/12

2278

Break Start/End Time Len Spots Ln Ch Start End Inventory Code Days Rate Pri Rtg Type Spots Amount E 1 KSNV 10/30/12 11/05/12 M-F 5-6a WakeUp w/WaQM 5-6a MTWTF--:30 2 \$1,200.001 0.00 NM \$2,400.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/30/12 11/05/12 MTWTF--2 \$1,200.00 0.00 E 2 KSNV 10/30/12 11/05/12 M-F 6-7a WakeUp w/WaCM 6-7a MTWTF--:30 2 \$2,000.001 0.00 NM 2 \$4,000.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Rating Start Date End Date Weekdays Rate MTWTF--Week: 10/30/12 11/05/12 2 \$2,000.00 0.00 M-F 6-7a WakeUp w/Wa@M E 3 KSNV 11/06/12 11/06/12 6-7a -T----:30 1 \$2,000.001 0.00 NM \$2,000.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS CHANGE IN DATE **End Date** Weekdays Start Date Spots/Week Rate Rating Week: 11/05/12 11/11/12 1 \$2,000.00 0.00 E 4 KSNV 10/30/12 11/05/12 **Today Show** 658a-9am 4 \$3,800.001 0.00 NM \$15,200.00 CM MTWTF--:30 Today Show **TODAY SHOW** Spots/Week Start Date **End Date** Weekdays Rate Rating 11/05/12 MTWTF--4 \$3,800.00 Week: 10/30/12 0.00 E 5 KSNV 11/06/12 11/06/12 CM 658a-9am -T----:30 1 \$3,800.001 0.00 NM **Today Show** \$3,800.00 **Today Show** TODAY SHOW REV DATE End Date Spots/Week Rating Start Date <u>Weekdays</u> Rate -T----Week: 11/05/12 11/11/12 1 \$3,800.00 0.00 E 6 KSNV 10/30/12 11/05/12 Noon News CM 12-1230pm MTWTF--:30 3 \$1,000.001 0.00 NM 3 \$3,000.00 Noon News **NEWS 3 AT NOON** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/30/12 11/05/12 MTWTF--3 \$1,000.00 0.00 1 \$1,000.001 KSNV 11/06/12 11/06/12 Noon News CM :30 0.00 NM \$1,000.00 12-1230pm Noon News **NEWS 3 AT NOON REV DATE** End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 11/05/12 11/11/12 1 \$1,000.00 0.00 E 8 KSNV 10/30/12 11/05/12 The Agenda 1230pm CM 1230-1p MTWTF--:30 3 \$650.001 0.00 NM \$1,300.00 2 The Agenda 1230pm **NEWS 4: THE AGENDA** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/30/12 11/05/12 MTWTF--\$650.00 0.00 3 Start/End Time Rate Rtg Type Ch Date Range Description <u>Weekdays</u> Length (\$650.00) 0.00 NM 1 KSNV 10/30/12-11/05/12 The Agenda 1230pm 1230-1p MTWThF----:30 Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE -T----11/06/12 11/06/12 The Agenda 1230pm :30 \$650.001 0.00 NM 1230-1p \$650.00 The Agenda 1230pm NEWS 4: THE AGENDA REV DATE Spots/Week End Date Rating Start Date <u>Weekdays</u> Rate Week: 11/05/12 11/11/12 \$650.00 0.00 E 10 KSNV 10/30/12 11/05/12 The Doctors CM 2pm-3pm MTWTF--:30 3 \$650.001 0.00 NM \$1,950.00 The Doctors THE DOCTORS **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/30/12 11/05/12 MTWTF--\$650.00 0.00 E 11 KSNV 10/30/12 11/05/12 \$3,600.00 Dr. Phil 3-4p MTWTF--:30 3 \$1,200.001 0.00 NM CM 3 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating 11/05/12 MTWTF--3 \$1,200.00 Week: 10/30/12 0.00 E 12 KSNV 10/30/12 11/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 3 \$1,800.001 0.00 NM 3 \$5,400.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM)

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KSNV

Order / Rev: 108373

Advertiser: Patriot Majority

Alt Order #: 06868697

PATRIOT MAJ USA Product Desc:

Flight Dates: 10/30/12 - 11/06/12 2278

Estimate:

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type S	Spots	Amount
NEWS 4 AT 43 Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/30/12	11/05/12	MTWTF	3	\$1,800.00	0.00					
E 13 KSNV 10/30/	12 11/05/12	•	CM	5-630p	MTWTF	:30	3 \$3,600.001	0.00 NM	3	\$10,800.00
M-F Early News EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/30/12	11/05/12	MTWTF		\$3,600.00	0.00					
E 14 KSNV 11/03/	12 11/03/12	Sa-Su Early News		5pm-630pm	S-	:30	3 \$1,350.001	0.00 NM	3	\$4,050.00
KSNV EARLY N										
Start Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating 0.00					
Week: 10/29/12 E 15 KSNV 10/30/	11/04/12		CM	\$1,350.00 630-730pm	MTWTF	:30	3 \$3,400.001	0.00 NM	2	\$6,800.00
E 13 1(31)	12 11/05/12	M-F Jeopardy/Wh		•	1-11 00 1 1	.50	σ φο, του.ου ι	0.00 14101	_	ψ0,000.00
JEOPARDY										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/30/12 Spot Ch Date Ra	11/05/12 ange D	MTWTF Pescription		\$3,400.00 E/End Time	0.00 W	eekdays	Length Rate	Rtg Type		
1 KSNV 10/30/1				730pm		<u>оокааус</u> WThF				
Unresolved										
		E] NOT AVAILABL								
E 16 KSNV 11/03/	12 11/03/12			630-730pm	S-	:30	1 \$1,050.001	0.00 NM	1	\$1,050.00
JEOPARDY/ W	heel of Fortu	WKND Jeop/Wh€ ne	eei							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S-		\$1,050.00	0.00					
E 17 KSNV 11/05/	12 11/05/12	•	CM	8-10pm	M	:30	1 \$8,000.001	0.00 NM	1	\$8,000.00
THE VOICE		Monday Prime 8-	10pm							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M		\$8,000.00	0.00					
E 18 KSNV 11/05/	12 11/05/12	•	CM	10-11pm	M	:30	1 \$6,400.001	0.00 NM	1	\$6,400.00
Revolution N/A	10-22	Monday Prime 10)-11pm							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M		\$6,400.00	0.00					
E 19 KSNV 10/31/	12 10/31/12		CM	10-11pm	W	:30	1 \$6,400.001	0.00 NM	1	\$6,400.00
CHICAGO FIRE	<u> </u>	Wednesday Prim	e 10-11pm							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	W		\$6,400.00	0.00					
E 20 KSNV 10/30/	12 11/05/12			11pm-1135p	m MTWTF	:30	2 \$2,800.001	0.00 NM	2	\$5,600.00
NEWS 2 NIOUS	TEIDE	M-F News 3 at El	even							
NEWS 3 NIGHT Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/30/12	11/05/12	MTWTF		\$2,800.00	0.00					
E 21 KSNV 11/03/		Sa-Su News 3 at		11pm-1135p		:30	1 \$2,800.001	0.00 NM	1	\$2,800.00
NEWS STREET		Sa-Su News 3 at	Eleven							
NEWS 3 NIGHT		Wookdovo	Spots/Most	Poto	Pating					
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$2,800.00	Rating 0.00					
		-	- '	, -, - : 0.00				Totals	41	\$96,200.00